User satisfaction as a significant antecedent to user loyalty has been highlighted by researchers in market based literatures. SLA violation as an important factor affecting user satisfaction level. The amount of this decrease depends on user’s characteristics. Some characteristics are related to QoS requirements and announced to service provider. But some of them are unknown for service provider and selfish users are not reported them truly. Most of the works in literature ignore considering such characteristics are related to SLA parameters. So, two users with different characteristics but similar importance for the service provider. In this paper, we use two user’s hidden characteristics, willingness to pay for service and willingness to pay for certainty, to present resource allocation approach with aim of decreasing impact of SLA violations. On learning automaton for estimation of these characteristics are provided as a basic approach we conducted some numerical simulations in critical situations. This research has ability to improve users’ satisfaction level that cause to gain in

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